

Communications 2014 Report



Methods to reach the public

Grassroots

Direct Contact



Earned Media

PR, News Stories



Paid Media

Paid Broadcast



Grassroots (*direct contact*)

67 on-going projects have
contracted with

Re: Redwood Road Maintenance Update

Thu, Sep 11, 2014 at 10:28 AM

David Kessler <dkessler@freight.abf.com>
To: "redwoodroad@utah.gov" <redwoodroad@utah.gov>
Cc: "Leah Jaramillo (ljaramillo@utah.gov)" <ljaramillo@utah.gov>

Project Team:

I wanted to thank all the folks that worked on this project and worked so hard to minimize the impact to our business. I appreciate all the feedback you sought and consideration you gave us both before and during the work. The level of communication was better than I've ever experienced with a government project. Great job!

Thank you very much,

David Kessler, CSCP | Branch Manager | ABF FreightSM – An ArcBest Company | p: [801.355.2030](tel:801.355.2030) | abf.com



Door-to-door communications

Traffic Concierge

Distributed
weekly to nearly
400 hotels
statewide



Trucking Outreach



Distributed weekly to more than 100 trucking companies and dispatchers



Earned Media

Print



Television

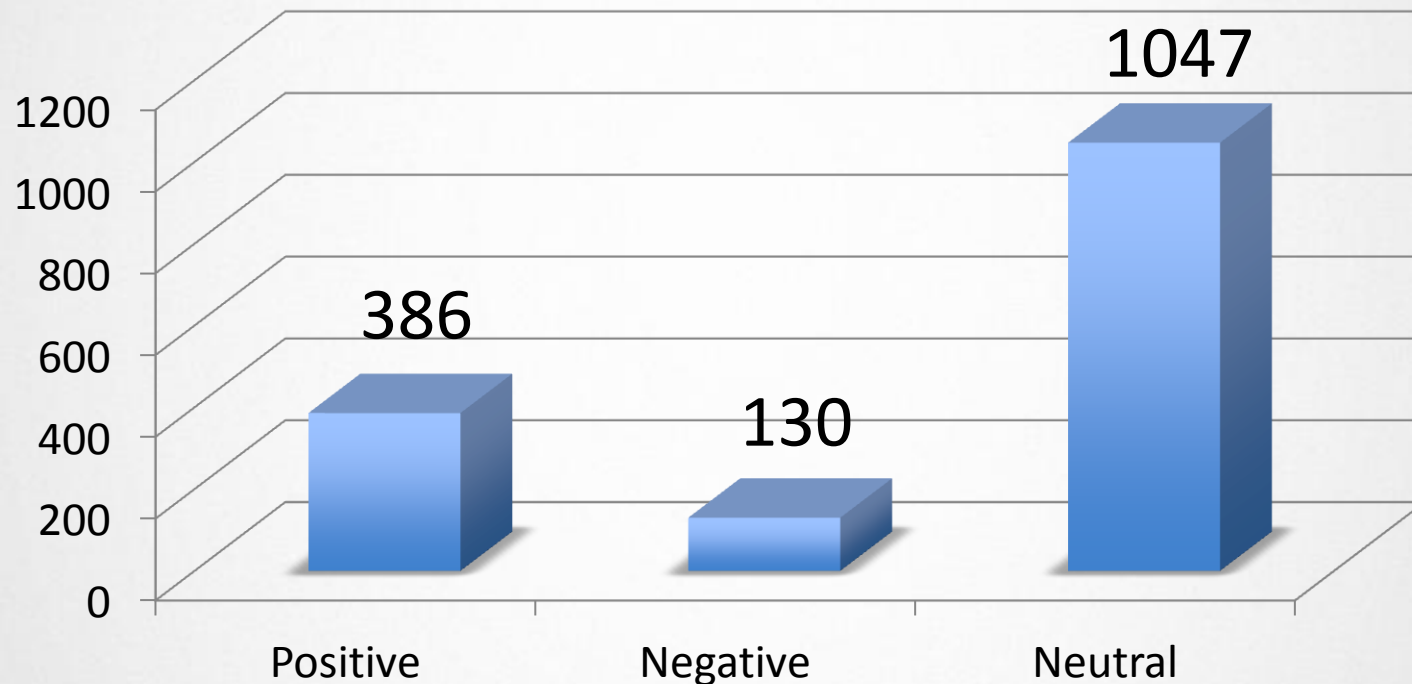


Radio



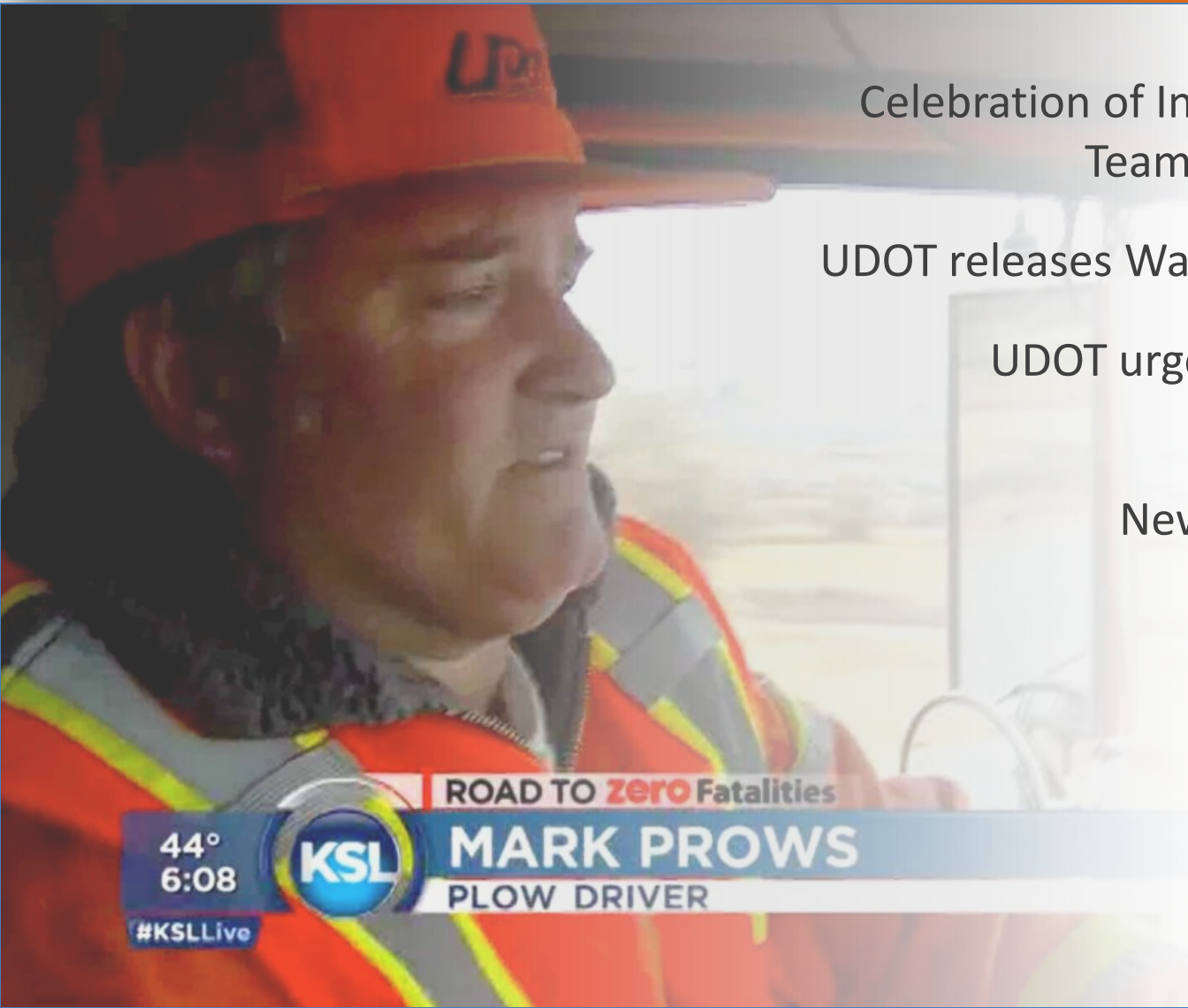
Media Coverage

2014 Media Coverage



1,563 total stories (print, online, and TV)

Key Positive Stories



Celebration of Incident Management
Team 20-year anniversary

UDOT releases Walking School Bus app

UDOT urges drivers to prepare
for coming snow

New app plots locations
of wildlife collisions

Traffic signal
synchronization

Zero Fatalities

ROAD TO **zero** Fatalities

44°
6:08

KSL

MARK PROWS
PLOW DRIVER

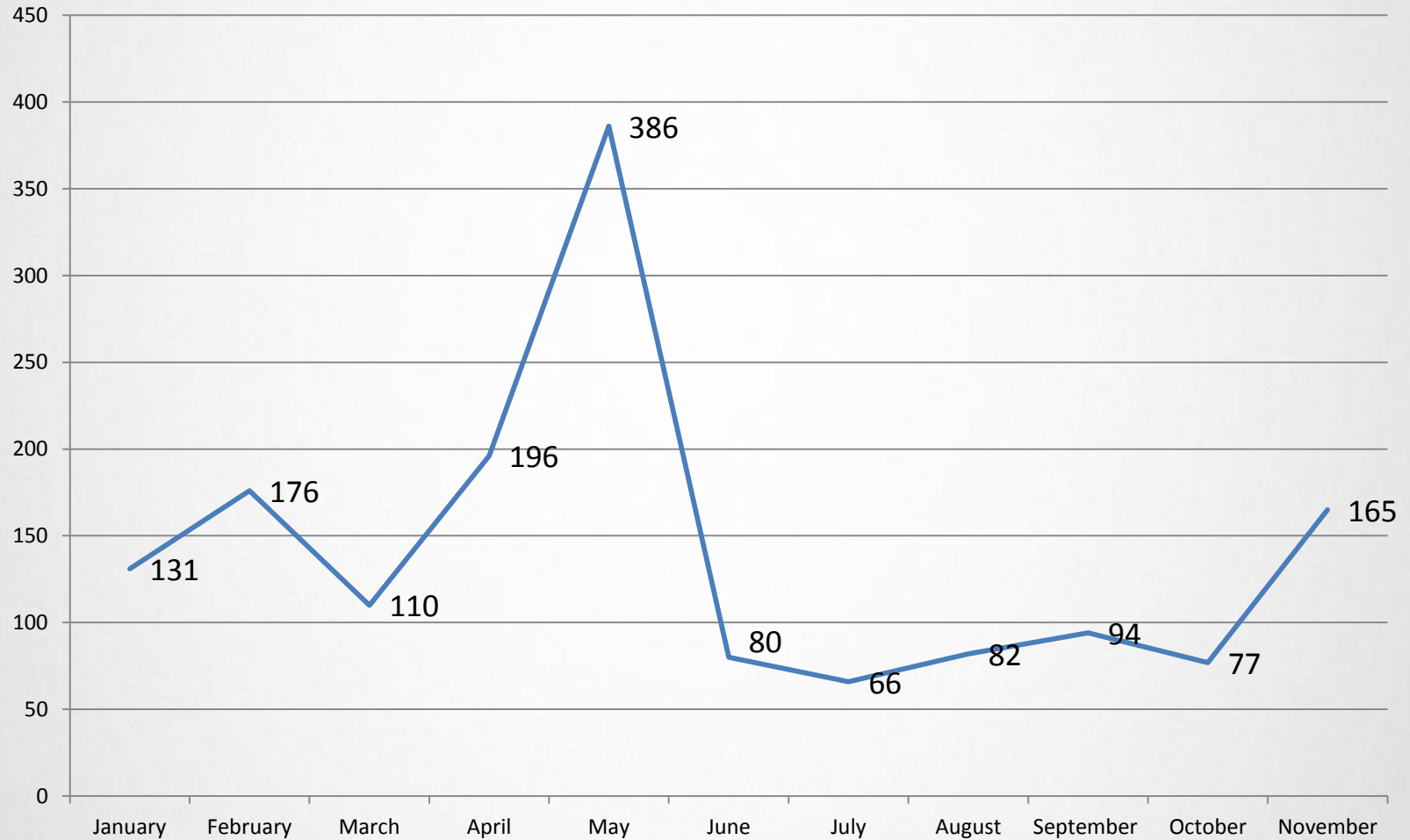
#KSLLive

Snowplow Media Event

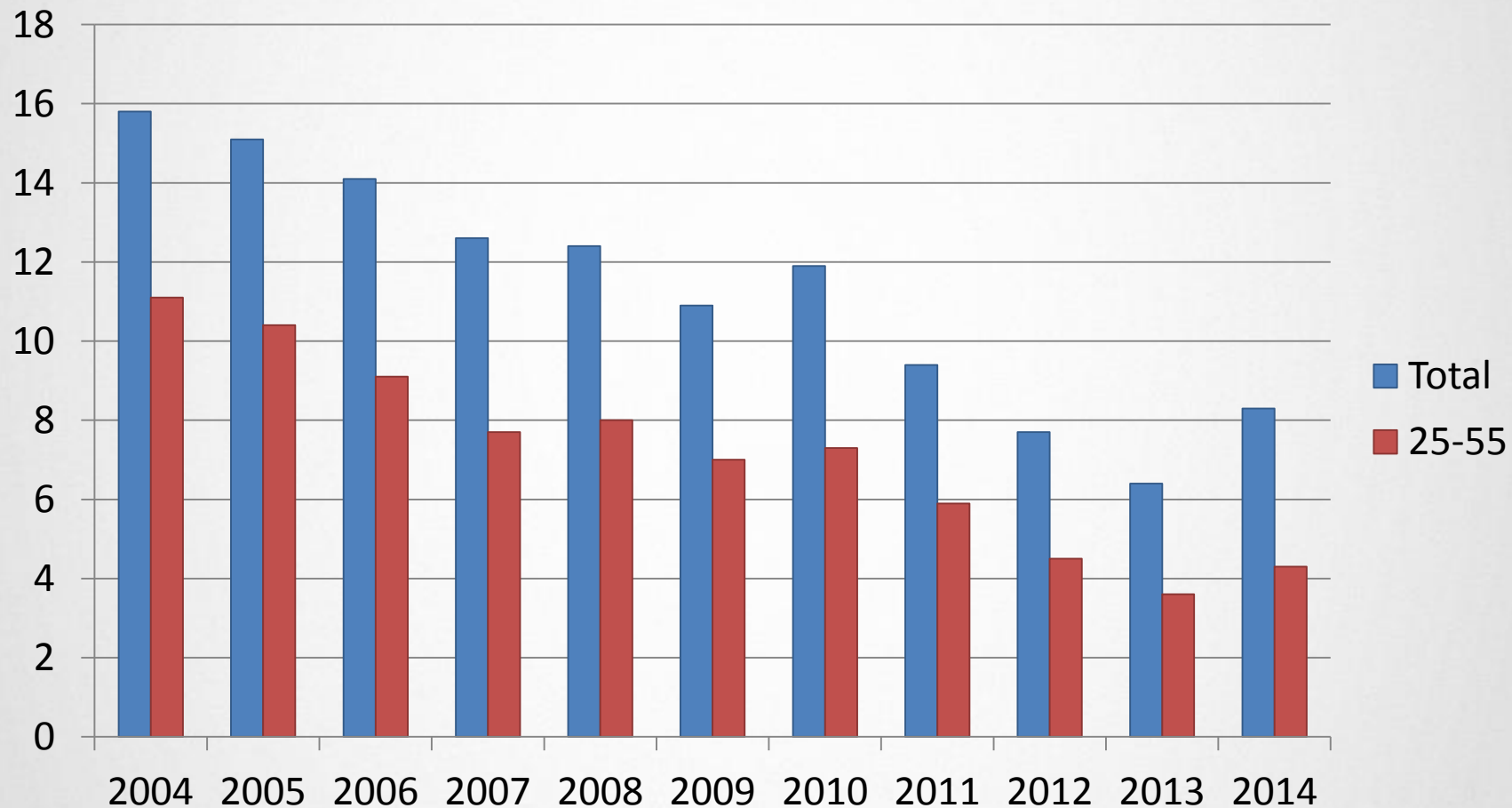


**ZERO
FATALITIES**

Monthly Media Coverage Snapshot

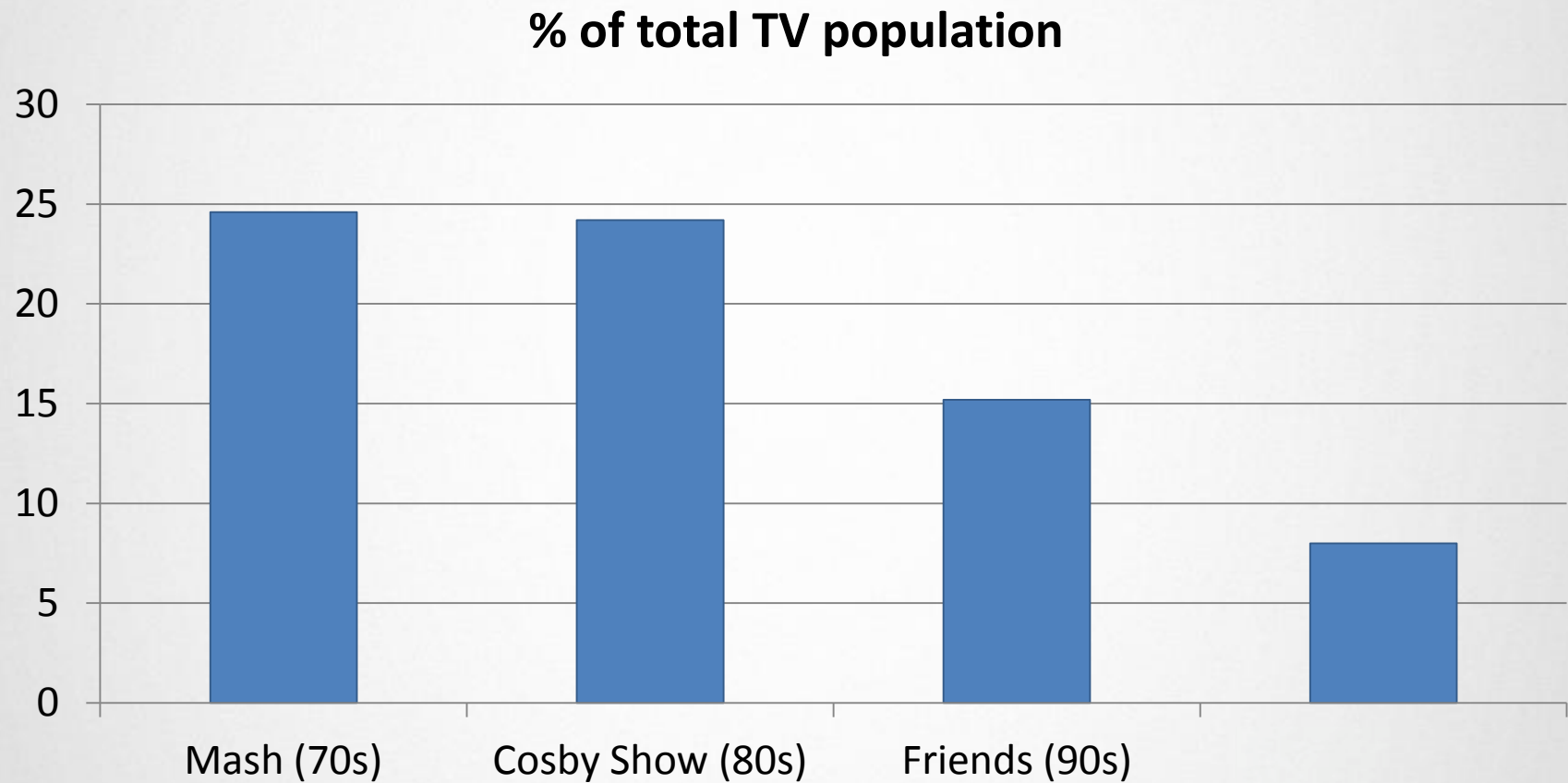


KSL 5-TV ratings



10 p.m. broadcast

TV ratings over the decade



Live Events Still Valuable

Superbowl 2014

- 42.7 Average HH rating = 383,186 Utah Households
(Just over 500,000 A25-54 in Utah were watching)

Olympics 2014

- Primetime averaged 16.8 HH rating across 2.5 weeks
(150,762 A25-54 with a cumulative Utah impression of over 4.2 million)

Oscars 2014

- 18.8 Average HH Rating = 168,710 Utah Households
(256,398 A25-54 in Utah)

Reaching the Unreachable

Social Media:

- 83% of Utah adults 18-34 are on FB
- 15% of Utah adults 18-34 are on Twitter

Online Video:

- **Twitch TV** reaches half of all millennial males online
- Video publishers like Hulu reaches 43% of adults 18-34

Online Radio:

- 80% of Spotify listeners are under age 35
- Pandora is the number one radio station for adults 18-34

Television:

- 22% of Millennials are “cable cutters.” 10 percent of all Utahns.

Twitch TV

twitch

Search

BROWSE



Games



Channels



Videos



Play Now

RELATED CHANNELS



gratis150ml



cigdoublelift



voyboy



trick2g



picoca_lol

Log In

Sign Up



OGN LoL Champions Korea Pre Season - 01:...

OnGameNet playing League of Legends on OnGameNet



Follow

Subscribe

\$7.99

Share

Bookmark



21,151 95,906,627 316,973

Introducing the
Nexus 6 phone,
designed for
Android Lollipop.

BUY

Google



X CLOSE AD



ongamenet



Gizzbro:



Madsemann:



Lord_mcdonalds: 5 guys is trash



Nolshe287: so is mcdonalds tho

Send a message



Chat

Pandora Listeners in Utah

Average Monthly Unique Visitors: 561,213

Average Monthly Hours Listened: 11,480,863

Metrics	Jan	Feb	Mar	Apr	May	Jun
Monthly Unique Visitors	527,043	530,588	552,605	553,225	559,727	553,076
Monthly Hours Listened	11,339,298	11,153,318	12,004,910	10,643,479	11,050,284	10,211,774

Metrics	Jul	Aug	Sep	Oct	Nov	Dec
Monthly Unique Visitors	559,008	567,394	572,354	568,022	580,052	611,464
Monthly Hours Listened	10,547,854	11,158,558	11,291,591	12,281,529	12,712,877	13,374,882

“Stuck” Advertising | Texting

“Stuck” Advertising | TravelWise



“Stuck” Advertising | Traffic Signals



In Stadium



Next Year

rethink
your commute
carpool through construction

TRAVELWise
A UDOT Program

travelwise.utah.gov



Website Mobility



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